

# Usage of the Veterans' Gateway online directory of services

**April 2019**

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**ARMED FORCES  
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**FUND TRUST**

**The Northern Hub for Veterans and Military Families Research**



**Northumbria  
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NEWCASTLE

## **Analytical Methodology**

### **Hexagonal binning**

Analysis was conducted in order to normalise geographical space across the UK for mapping analysis. This was achieved through the process of aggregating and summarizing spatial data into equal sized connected hexagons. This method is referred to as hexagonal binning. Using regularly spaced hexagons for spatial analysis (opposed to irregular shaped areas such as counties, local authorities, etc.), resolves issues such as disparities in perceptions between geographical areas which vary significantly in shape and size. It is important to note the purpose of hexagonal binning is to assist in the visualization of spatial data and that the units do not have a correspondence with real-world area boundaries.

### **Analysis of spatial hotspots**

Analysis was conducted to identify significant postcode districts which are hotspots with regards to the number of directory users. The hotspot analysis uses the Getis-Ord  $G_i^*$  statistic (pronounced G-i-star) to indicate geographical areas with counts of users more pronounced than one would expect in a random distribution of users at the regional level. This method works by looking at each area within the context of neighbouring areas. The local sum of users for an area and the neighbouring areas is compared proportionally to the sum of users in all areas in the region; when the local sum differs significantly from the expected range, and when that difference is too large to be the result of random chance, a statistically significant hotspot of users is identified.

### **Analysis of spatial outliers**

Analysis was conducted to identify significant postcode districts that are outliers with regards to the number of directory users. Outliers are postcodes districts that have a high number of users in comparison with neighbouring postcode districts. The method uses the Anselin Local Moran's  $I$  statistic to indicate whether the observed spatial outliers are more pronounced than one would expect in a random distribution of those same values. Only the postcode districts that have at least a 95% confidence level are identified as outliers.

## Key Findings – April 2019

The Veterans' Gateway online directory of services provides veterans, service families and health and social care providers easy access to thousands of services, which deliver care or support to veterans and service families across the UK.

On the 1<sup>st</sup> April 2019, the directory of services included **14,604** markers, each representing a service available to veterans or service families.

During April 2019, the directory attracted **1,226** individual searches for services.

- Amongst 1,226 searches, a total of 70 cases had users located overseas or with a null location.

## Key Findings – Online directory, April 2019 (N= 1,156)

Table 1 provides an overview of the general criteria of online searches made UK-wide through the online directory during April 2019. This table combines all searches made into general categories of search criteria.

- 'Employment, followed by 'Housing' and 'Mental Wellbeing' were the primary general online search criteria for online users located in the UK during April 2019.

Table 2 provides a more detailed breakdown of the exact criteria of all online searches made UK-wide through the online directory during April 2019. The top ten online search criteria accessed by online users located in the UK during April 2019 are highlighted.

- 'Specific search for an organisation', followed by 'Employment - Education and Training' and 'Employment - Job Seeking' were the primary online search criteria.

Figures 1 to 3 illustrate the spatial distribution of all online users located across the UK during April 2019, and the spatial hotspots and outliers in terms of usage.

Table 3 provides an overview of the online usage across each country/region of the UK during April 2019.

- London followed by the South East and the North West were the regions with the highest online usage during April 2019.

Table 4 provides an overview of the 20 local authorities with the highest online usage during April 2019.

- Newcastle upon Tyne followed by Brent and City of London were the local authorities with the highest usage.

## Usage of the online directory of services (Local Support) on Veterans' Gateway

**Table 1. General search criteria from users located in the UK – Online directory, April 2019**

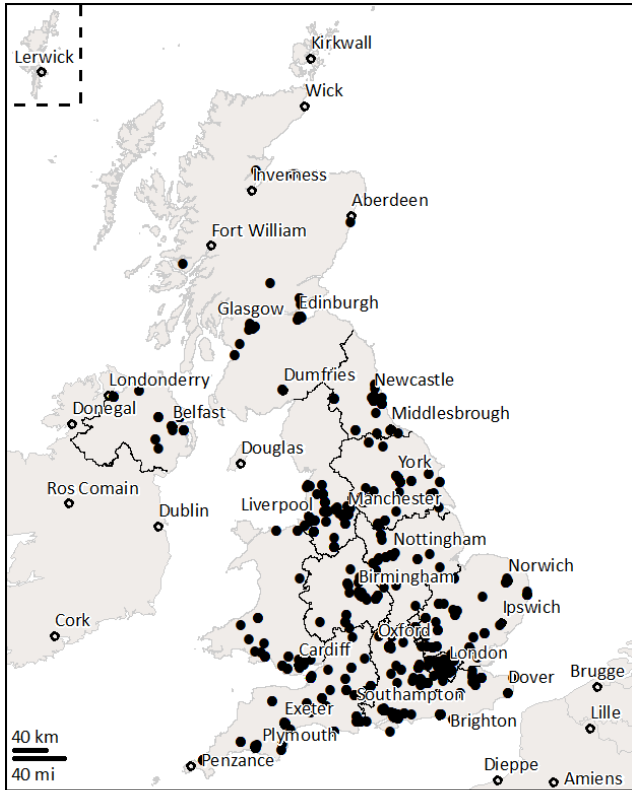
Search Criteria	Search Count	Search Percentage
Employment	213	18.43%
Housing	179	15.48%
Mental Wellbeing	170	14.71%
Specific search for an organisation	149	12.89%
Finances	142	12.28%
Family and Communities	92	7.96%
Physical Health	77	6.66%
National Charities/Organisations	61	5.28%
Local Government Support	47	4.07%
Legal Support and Advocacy	26	2.25%
<b>Total</b>	<b>1,156</b>	<b>100%</b>

**Table 2. A detailed breakdown of exact search criteria from users located in the UK – Online directory, April 2019**

Search Criteria	Search Count	Search Percentage
Specific search for an organisation	149	12.89%
Employment - Education and Training	95	8.22%
Employment - Job Seeking	72	6.23%
Mental Wellbeing - Accessing Support	64	5.54%
Mental Wellbeing - Support Groups and Emotional Support	51	4.41%
Housing - Homelessness	51	4.41%
Housing - Housing Advice and Support	44	3.81%
Housing - Nursing and Dementia Care	43	3.72%
Finances - Money and Debt Advice	34	2.94%
Finances - Grants	34	2.94%
Finances - Pensions and Compensation	30	2.60%
Family and Communities - Support Groups and Emotional Support	30	2.60%
Mental Wellbeing - Treatment	29	2.51%
Finances - Benefits	28	2.42%
Family and Communities - Support for Carers	24	2.08%
National Charities/Organisations - ASDIC Drop In Centres	22	1.90%
Employment - Self Employment	21	1.82%
Legal Support and Advocacy - Legal Advice	20	1.73%
Physical Health - Home and Mobility Aids	19	1.64%
Housing - Eviction and Repossession	17	1.47%
Finances - Financial Services	16	1.38%
Mental Wellbeing - Drug and Alcohol Services	15	1.30%
Physical Health - Drug and Alcohol Services	15	1.30%
Physical Health - Healthcare Services	13	1.12%
National Charities/Organisations - Royal British Legion	13	1.12%
Housing - Independent Living	11	0.95%
Family and Communities - Recreation	11	0.95%
Employment - Volunteering	11	0.95%
Employment - Support for Offenders	11	0.95%
Local Government Support - North West	11	0.95%

Search Criteria	Search Count	Search Percentage
Family and Communities - Bereavement	10	0.87%
Family and Communities - Drug and Alcohol Services	9	0.78%
Housing - Supported Living	8	0.69%
National Charities/Organisations - SSAFA	8	0.69%
Family and Communities - GPs	7	0.61%
Physical Health - Nursing and Dementia Care	6	0.52%
Physical Health - GPs	6	0.52%
Mental Wellbeing - GPs	6	0.52%
Physical Health - Sports	6	0.52%
Local Government Support - Wales	6	0.52%
Local Government Support - Northern Ireland	6	0.52%
Local Government Support - South East	6	0.52%
Local Government Support - West Midlands	5	0.43%
Mental Wellbeing - Bereavement	4	0.35%
Housing - Retirement	4	0.35%
Physical Health - Rehabilitation and Recovery	4	0.35%
Physical Health - Support Groups and Emotional Support	4	0.35%
Legal Support and Advocacy - Legal Aid	3	0.26%
Employment - Transition	3	0.26%
Local Government Support - East Midlands	3	0.26%
Local Government Support - North East	3	0.26%
National Charities/Organisations - Help for Heroes	3	0.26%
National Charities/Organisations - Samaritans Branches	3	0.26%
Physical Health - Limb Loss	2	0.17%
Local Government Support - South West	2	0.17%
National Charities/Organisations - Citizen Advice Bureau	2	0.17%
National Charities/Organisations - Mind	2	0.17%
National Charities/Organisations - British Red Cross	2	0.17%
Local Government Support - East of England	2	0.17%
Local Government Support - Yorkshire/ The Humber	2	0.17%
National Charities/Organisations - Shelter	2	0.17%
Legal Support and Advocacy - Legal Advocacy	2	0.17%
National Charities/Organisations - Combat Stress	2	0.17%
Physical Health - End of Life Care	1	0.09%
National Charities/Organisations - Legion Scotland	1	0.09%
Local Government Support - Scotland	1	0.09%
Housing - Respite Care (Day Care and Respite)	1	0.09%
Legal Support and Advocacy - Support for the Gurkha Community	1	0.09%
National Charities/Organisations - Blesma	1	0.09%
Mental Wellbeing - Sports	1	0.09%
Physical Health - Blind Veterans	1	0.09%
Family and Communities - Support for the Gurkha Community	1	0.09%
<b>Total</b>	<b>1,156</b>	<b>100%</b>

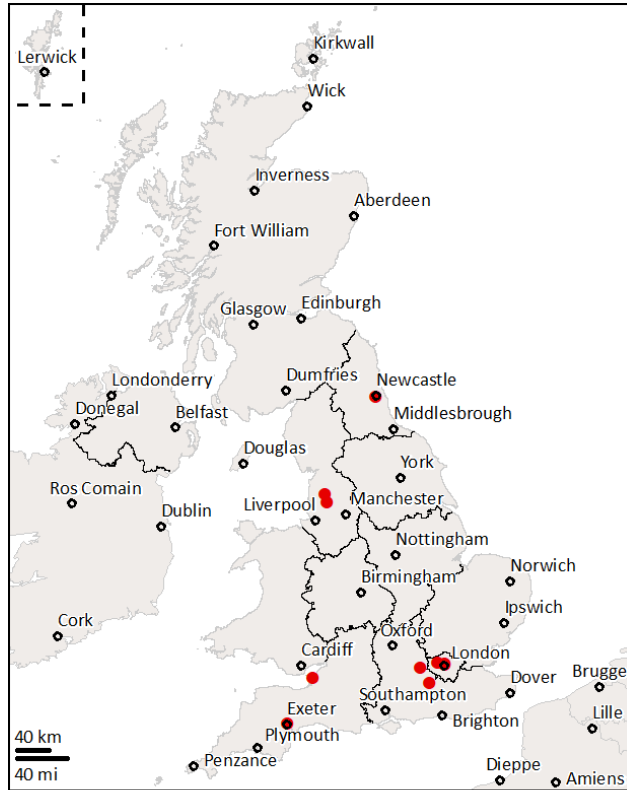
**Figure 1. User locations in the UK – Online directory, April 2019**



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The figure above shows the location of all the postcode districts with online directory users during April 2019.

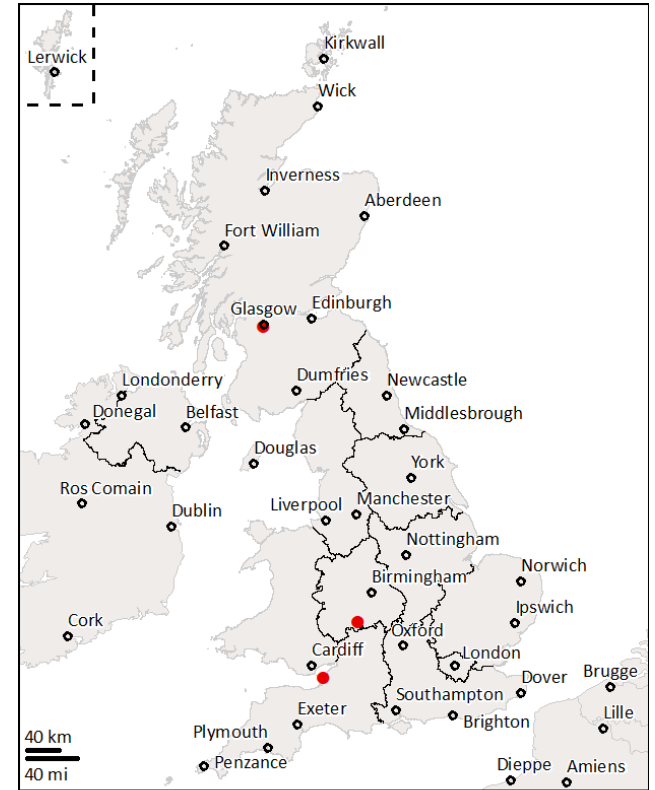
**Figure 2. User hotspots in the UK – Online directory, April 2019**



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The figure above shows postcode districts that can be considered hotspots, because they have a high number of online directory users in comparison with the remaining postcodes. This pattern is not attributable to random chance.

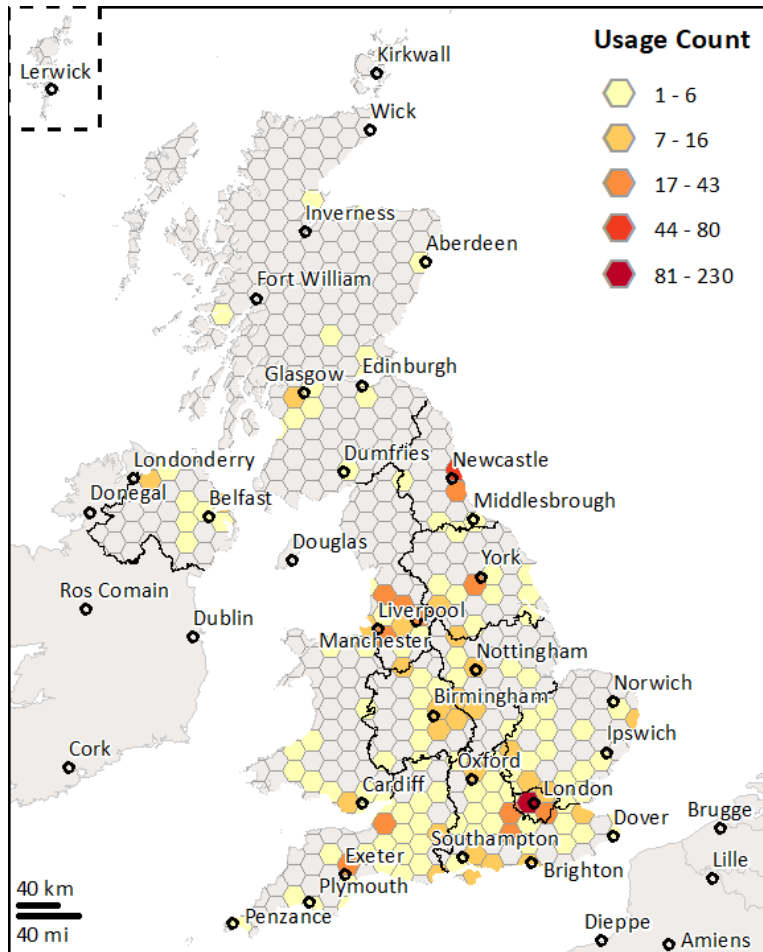
**Figure 3. User outliers in the UK – Online directory, April 2019**



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The figure above shows postcode districts that can be considered outliers, because they have a high number of online directory users and are surrounded by postcode districts with a low number of online directory users. This pattern is not attributable to random chance.

**Figure 4. User locations in the UK – Online directory, April 2019**



*Contains public sector information licensed under the Open Government Licence.*

The figure above shows the location and count of online usage across the UK. Each hexagonal area is represented with the count of online usage on that same area.

**Table 3. UK regional usage – Online directory, April 2019**

**N = 1,156**

Region	Usage Count	Usage Percentage
London	271	23.44%
South East	151	13.06%
North West	147	12.72%
South West	128	11.07%
North East	113	9.78%
East of England	75	6.49%
Yorkshire and The Humber	63	5.45%
East Midlands	50	4.33%
West Midlands	48	4.15%
Wales	39	3.37%
Scotland	36	3.11%
Northern Ireland	35	3.03%

**Table 4. Main local authorities for usage – Online directory, April 2019**

**N = 1,156**

Top 20 Local Authorities	Usage Count	Usage Percentage
Newcastle upon Tyne	82	7.09%
Brent	76	6.57%
City of London	50	4.33%
Islington	42	3.63%
Chorley	42	3.63%
Southwark	35	3.03%
Exeter	30	2.60%
Wiltshire	25	2.16%
North Somerset	23	1.99%
Windsor and Maidenhead	23	1.99%
Preston	22	1.90%
Guildford	22	1.90%
York	22	1.90%
Cheshire West and Chester	18	1.56%
Birmingham	18	1.56%
Leicester	14	1.21%
Manchester	13	1.12%
Waveney	12	1.04%
Gosport	12	1.04%
Glasgow City	12	1.04%